

**INDIANA ARTS COMMISSION
PUBLIC AWARENESS COMMITTEE**

**September 9, 2002
9:00 – 11:00 A.M.**

**IAC CONFERENCE ROOM, IGCS
INDIANAPOLIS, IN**

Jack Schriber, Chair

I. Welcome and Introductions

Mr. Jack Schriber called the meeting to order at 9:35 a.m.

Committee Members present were: Jack Schriber, Jim Bodenmiller, Sandi Clark, Jane Rulon, S. Leonard Pas.

IAC Staff present: Dorothy Ilgen, Rex Van Zant, Polly Harrold, and Shelley Caldwell

Commissioners not present were: Joan David, Steve Tuchman, and Kathy Beeler

At-Large Committee Members not present were: Kathy Solecki, Marie Hendrickson and Tina Connor

II. Approval of Meeting Agenda

The meeting agenda was approved by consensus as there was no quorum.

III. Approval of May 20, 2002 Meeting Minutes

Minutes from May 20, 2002 were not approved due to a lack of quorum. These minutes will be presented at the next meeting for approval.

III. Update on Public Awareness Plan

Ms. Ilgen presented a revised copy of the Public Awareness Strategic Plan. Mr. Van Zant reviewed the draft process in regards to staffing and financial issues. Most of the discussion referred to technology and web based applications.

IV. IAC's New Website

With contributions from staff, Ms. DeHart and Ms. Harrold provided new and revised content material to Access Indiana, well in time for the anticipated June 30 launch. However, technical problems with another client site prevented Access Indiana from completing redesign work and publicly launching our site until the first week of July.

Ms. DeHart and Ms. Harrold have been working with Access Indiana on the goal of developing a system for on-line form completion. A directory of Individual Artist Grant Program recipients has also been under development. The goal of this directory will be to have a listing of the recipients, a description of their project, visual images of their work, and links to their web site (if applicable) or related web sites.

To help promote this new look, the IAC developed a display ad for the NUVO Arts Guide issue, which is currently on newsstands. NUVO prints an over-run of this popular issue, and hands out mass distribution at the Penrod Arts Fair. An accompanying ad promoting the Arts Trust license plate also appears in the Arts Guide issue.

Ms Harrold reported on the progress, process, and content of the site. She reported that the site has been increasing in popularity according to the number of hits on the website.

V. Update on GAA

The IAC distributed nearly 2000 GAA nomination forms through Regional Arts Partners, major arts organizations and providers, distribution racks at the State House, and direct mail to individuals. Nomination forms have also been sent to owners and publishers of broadcast and print media, as well as assignment editors and their arts and government reporters. A press release seeking nominations for the awards was distributed statewide. The first print media coverage resulting from this release began appearing just prior to our discontinuation of press clip services. The release also prompted one radio interview.

The GAA Planning Committee recommended moving the GAA event to October for National Arts and Humanities Month, and to move the location from the State House to a venue better suited for a formal awards presentation. Discussions with the State Museum staff indicate that that facility will be expensive to rent. The rental fee for the Grand Lobby is \$1,500 and the minimum catering fee is \$3,300; on-site parking fee is \$2.00 per vehicle. As a result, the IAC staff recommends using the Indiana Historical Society, which has a \$700 rental fee and a refundable damage deposit (\$500); parking is free. The IAC staff is researching catering costs.

Budget is a major consideration for the GAA Planning Committee. The Indiana Endowment for the Arts will likely reduce its contribution to the 2003 awards from nearly \$8,000 in 2001 to \$3,000. The IAC has \$10,000 earmarked in its budget for GAA expenses. Every effort will be made to reduce the proposed event budget where possible. Regardless of these efforts, it is likely that outside sponsorship will be critical to fund an event at a facility outside the state government complex.

Mr. Schriber and Ms. Ilgen discussed aspects of planning the event that included the physical nature of the award, inviting students to participate, and the creation of a "generic" award.

VI. Recent IAC Events

Indiana Commemorative Quarter

Mr. Schriber gave an overview of the Commemorative Quarter unveiling.

Traditional Arts Indiana Day at the State Fair

Discussion revolved around ideas of cooperating with the State Fair and becoming more involved in the Fine Arts Events that take place each year. Ms. Ilgen told the committee of the events that occurred this year in regards to Traditional Arts Day and how successful it was. Ms. Ilgen stated that there was a much stronger interest in the event and the awards than in the previous two years.

VII. License Plate Promotion

The IAC is current working in partnership with Dept. of Natural Resources, Dept. of Education, State Emergency Management Agency, and the Children's Trust in petitioning BMV to modify its special plates marketing restrictions to allow point-of-purchase (POP) marketing opportunities from sister agencies of state government. A joint promotional flyer will be mailed with BMV renewal notices, which, coupled with POP materials, will be more effective than the poster and plate reference book BMV currently provides for special issue plates. A formal written appeal will be made to the commissioner of BMV this fall with the goal of having authorization by the beginning of the 2003 plate year.

In terms of current plate marketing efforts, a quarter page display ad will appear in the NUVO Arts Guide issue, which is currently on newsstands. The ad utilizes the same image as shown on the plate postcards, with additional text offering information about the cultural trust fund. Not only does NUVO run extra copies of this popular issue, they also distribute these in mass at the September 7 Penrod Art Fair.

Plate postcards continue to be sent monthly to plate customers thanking them for helping make 2001 a record sales year and for supporting the "arts IN Indiana." The postcards have prompted a few phone calls from people wanting to know if they can customize their plate like those shown on the postcard. The postcard had also resulted in calls from customers complaining about BMV service problems. Each of these complaints has been personally reported to BMV's director of special issue plates, and with a direct call from the IAC to the branch in question addressing the specific problem.

As of July, Cultural Trust license plate sales for 2002 totaled 1,546 plates, which is ranked 13th in sales out of a total of 46 special issue plates. Cumulative plate sales total 6,220 generating an estimated \$155,500 for the Indiana Arts Commission Cultural Trust Fund.

VI. Old Business

Mr. Van Zant reported that the IAC discontinued clip service.

VIII. New Business

Ms. Ilgen presented information on an Individual Artist Program grantee and his finished project.

IX. Adjourn

The meeting adjourned at 11:30 a.m.

